TELEVISION Forecast

APRIL 30, 1949

HAROLD ISBELL of WGN-TV

WBKB WENR-TV WGN-TV WNBQ

WTMJ-TV Milwaukee

Channel 4 Forecast

Saturday and Sunday

1:10 p.m. What's the Score
1:25 p.m. Cubs vs. St. Louis
3:45 p.m. Lucky Fan
A Triple Threat Sports Show

Midwest Viewpoint

Friday, 9:00 p.m.

Ulmer Turner with the News as Interpreted by the Mid-west Press

Lady of the Mountain

Mon. and Wed., 6:30 p.m.

Tommy Sands and Barbry Ellen with Tunes and Folk Lore

Ernie Simon

Mon. thru Fri., 6:45 p.m.

The Zany Mr. Simon on the Street with Questions and Answers

* WBKB CHICAGO

BALABAN & KATZ TELEVISION THEATRE

TOUGH ASSIGNMENT:

Meet Janette Davis, TV Eye-ful

Writes an Evanston student at Northwestern:

"Thanks for the picture of Janette Davis. Now lets have a story about this eye-appealing, ear-appealing favorite of our fraternity."

Janette, who will be seen Wednesday, May 4 on the Arthur Godfrey show (WGN-TV via CBS) first gained the attraction of Big Red when she appeared on one of his daily radio series. Her fame and fortune soon increased, and when the Godfrey gang went television, Janette was chosen for her pleasant and warm singing style.

In a few short years, Janette went from Tennessee to TV. Born in Memphis, she stayed there long enough to receive her elementary schooling and then moved to Pine Bluff, Ark., where she attended high school.

An unusual child, Janette practically sang before she could talk, and at 14 she won an amateur contest which awarded her a radio contract. She conducted her own radio program in Memphis, singing and playing the piano, and established some kind of commutation record by traveling 200 miles between Pine Bluff and Memphis for each broadcast.

Next step on Janette's musical ladder was Quincy, Ill., where she took vocal lessons for two years and paid for them by singing at a local station. An attractive offer from a Shreveport, La., station took Janette down South again where she was a featured singer with her own show.

Janette's ambitions were focused toward a big Cincinnati radio station, and she refused all contract offers from other stations and finally reached her objective. Her network debut soon followed when she co-starred on a program with Red Skelton.

In 1941 Janette joined the NBC singing staff in Chicago, where she was billed by her first name only. Later she switched to Chicago's CBS studios, then to New York for her own coast-to-coast shows, and eventually the Godfrey program.

A Columbia recording contract soon followed, and now Janette scores heavily on the nation's jukeboxes and turntables with tunes she features on the Godfrey show.

TV TOPICS: Public likes Dave Garroway's recent NBC video experiments . . . "Garroway at Large" is like going backstage . . . Hope to see more of him on WNBQ . . . WENR-TV will expand operations next month. They are taking additional space in the Civic Opera building . . . John N. Norton, VP of channel 7, says "with more than $400,000 of network business either on their air or about to be and a like amount in WENR-TV revenue, it is my opinion that ABC-TV, Chicago, will go well past the million mark before the end of 1949" . . . WBKB's multiscopes are being purchased by scores of TV stations throughout the country.

TELEVISION Forecast

Chicago's Own T.V. Magazine

PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.
185 North Wabash Ave. Chicago 1, Ill.

Vol. 1, No. 52 Whole No. 43
April 30, 1949

Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Program Editor, Patricia E. Moran
Advertising Sales Manager, Lester Vihon
Promotional Manager, Roy V. Whiting
Business Manager, Norbert F. Dompke
Production Manager, John E. Groenings
Circulation Manager, Thomas F. Ingram

Advertising Rates on Request
Phone: FRanklin 2-9563

Entered as 2nd class matter at the post office at Chicago, Ill.

Subscriptions $3.00 per year; 2 years $5; single copies 10 cents.

Copyright 1949 by Television Forecast, Inc.

Saturday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
10:00	4	MULTISCOPE NEWS.		
12:45	9	CHICAGOLAND NEWSREEL.		
1:00	4	BASEBALL ALBUM. Pictures of the Players.		
	5	PENN RELAYS from Franklin Field, Phil., with Marty Glickman and Bill Stern describing the meets.		
1:05	9	PLAYER OF THE DAY. Harry Creighton conducts interviews.		
1:10	4	WHAT'S THE SCORE. Pregame guess of the score.		
1:15	7	VINCE GARRITY—warm up.		
1:20	9	BASEBALL, Cubs vs. St. Louis from Wrigley Field. 4 interviews. Jack Brickhouse will describe.		
1:25	7	BASEBALL, Cubs vs. St. Louis.		
	4	BASEBALL, Cubs vs. St. Louis. Joe Wilson announcing.		
2:30	5	HORSE RACING from Jamaica, Clem McCarthy announcing. Gallant Fox handicap for 3-year-olds and up.		
3:30	9	EXTRA INNING. Roundup of scores and interviews with the fans by Jack Brickhouse.		
	4	LUCKY FAN. The camera picks for prizes.		
	5	PENN RELAYS sponsored by the University of Penn. in the oldest relay carnival in the country this year marking the 55th annual meet.		
3:35	4	PHILCO SPORTS TICKER.		
3:45	9	Test Pattern.		
5:30	9	LUCKY PUP REVIEW CBS-TV N.Y. A teletranscribed review of the week's highlights of the adventures of the Lucky Pup puppets.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	9	FILM		
6:15	7	THE WREN'S NEST. Problems of the average American family. fr. N.Y.		
6:30	7	WESTERN FILM, featuring John Wayne.		
	9	IN THE FIRST PERSON with Quincy Howe. News. CBS-TV N.Y.		
6:45	9	SERIAL FILM, "Law of the Wild."		
7:15	4	Test Pattern.		
7:25	4	SUN-TIMES NEWS ROUNDUP, with Ulmer Turner.		
	9	FEATURE FILM, "Scattergood Survives a Murder" with Guy Kibbee.		
7:30	4	FRONTIER THEATER, western double feature.		
	7	THINK FAST. Quiz show.		
8:00	5	WHO SAID THAT? News quiz show. with Robert Trout as MC and John Cameron Swayze.		
	7	FEATURE FILM.		
8:15	9	TODAY'S BALLGAME. Highlights of Cubs' game on film.		
8:30	5	SATURDAY NIGHT JAMBOREE.		
9:00	5	GARROWAY AT LARGE. Variety, with Dave Garroway and Connie Russell, Jack Haskell, Carolyn Gilbert, Betty Chapel, Joseph Gallicchio's Orchestra and Guests.		
	7	ROLLER DERBY from N. Y.		
9:40	4	PIX OF THE NEWS.		
9:55	4	MULTISCOPE NEWS.		

(Subject to change)

Savo Still a Comic, And Telefans Love It

Jimmy Savo

Your grandfather probably saw Savo when he was courtin' grandmaw, and today he's still a star—this time on television. And Jimmy Savo is enjoying it as much as his old and new fans.

Star of the new Ford show, "Through the Crystal Ball," Savo is host and story-teller. May 2 televiewers will see "Ali Baba," on WGN-TV, channel 9. "Ali Baba" will feature Helen Tamaris, choreographer for "Inside U.S.A."

"Through the Crystal Ball" will not be telecast May 6 and June 13, dates on which the "Ford Theater" occupies the 9 to 10 p.m. spot.

Coming Next Week! Anniversary Issue

May 7 will mark the first anniversary of *Television Forecast,* Chicago's exclusive television newsmagazine. If your 3 week trial offer subscription runs out with this copy you'll want to call FRanklin 2-9563 and reserve a copy of this special, extra-large issue.

Readers who are thinking of giving birthday, shower, or newcomer club presents will find *Television Forecast* an ideal gift, and they'll want to start with the Anniversary Issue. Please call FRanklin 2-9563 today. Consult page 20 for details.

Sunday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
10:00	4	MULTISCOPE NEWS.	
12:30	7	SACH'S AMATEUR HOUR.	
1:00	4	BASEBALL ALBUM.	
1:05	9	PLAYER OF THE DAY.	
1:10	4	WHAT'S THE SCORE.	
1:15	7	VINCE GARRITY interviews.	
	7	BASEBALL, Cubs vs. St. Louis.	
1:25	4	BASEBALL, Cubs vs. St. Louis.	
	7	BASEBAL, Cubs vs. St. Louis.	
3:30	9	EXTRA INNING.	
	4	LUCKY FAN.	
	5	MEET YOUR CONGRESS.	
	7	KIERAN'S KALEIDOSCOPE, Detroit.	
3:35	4	PHILCO SPORTS TICKER.	
3:45	7	THAT'S O'TOOLE. A tinker at work.	
4:00	7	SUPER CIRCUS, variety show.	
5:00	5	HOPALONG CASSIDY film.	
	7	CARTOON TELETALES.	
5:30	9	NEWSREEL REVIEW.	
	7	IREENE WICKER, the Singing Lady, will do the story of Rapunzel.	
6:00	9	ORIGINAL AMATEUR HOUR.	
6:05	5	AMERICAN SONGS, film.	
	7	FILM SHORTS.	
6:20	5	YOU ARE AN ARTIST. Home art class.	
6:30	7	ABC TELEVISION PLAYERS, drama. "The Unfinished Story."	
	5	WATERLUDES featuring water Ballet Diving and exhibition Swimming.	
7:00	9	TOAST OF THE TOWN. With Ed Sullivan.	
7:15	4	Test Pattern.	
7:30	4	TELENEWS.	
	5	LAMB'S GAMBOL, variety show.	
	7	JACQUES FRAY MUSIC ROOM.	
	5	AUTHOR MEETS THE CRITICS. "Shadow of Fu Manchu," by Sax Pohmer.	
	7	CELEBRITY TIME. Quiz show. Guests: Al Capp and Valentine.	
7:50	4	FEATURE FILM.	
8:00	9	FRED WARING SHOW.	
	5	NBC DRAMATIC THEATER. "Macbeth" with Walter Hampden and Joyce Redman.	
	7	SING-CO-PATION. Dolores Marshal.	
8:15	7	FILM SHORTS.	
8:30	7	BON VOYAGE. Audience participation world quiz show. This new show Col. Perry Thomas will explain the purpose and value of these experiments and will elaborate on the conclusions drawn from the Bikinin bomb tests.	
8:50	4	CARTOON FILM.	
9:00	4	ROVING CAMERAS.	
	9	STARS OF TOMORROW, amateur hr.	
	5	AROUND THE TOWN. Musical show.	
	7	ACTION AUTOGRAPHS, Jack Brand, narrator of this new show.	
9:10	4	FEATURE FILM.	
9:30	9	FILM.	
	5	NBC NEWSROOM from N. Y.	
9:45	9	TODAY'S BALLGAME, highlights of Cubs' game on film.	
10:00	9	MYSTERY PLAYERS. "The Adventure of the Revenge Killings" with Gordon Urquhart and Bob Smith.	
10:10	4	PIX OF THE NEWS.	
10:20	4	MULTISCOPE NEWS.	

(Subject to change)

Amsterdam is Back! Still Host of Cafe

The one-man fun factory is back! Morey Amsterdam, owner and host of the mythical Golden Goose Cafe, New York nightspot, can be seen Thursday evening, May 5, on WGN-TV, channel 9, after an absence of a few months.

MOREY AMSTERDAM

This proves the Golden Goose show did not lay an egg. Chicago viewers have rated Amsterdam as one of their top favorites in video, and so Morey is back with Charley the doorman (Art Carney), and the whole gang.

You'll watch Amsterdam sing, gag, and go through his never-ending list of impressions, while jazz pianist Johnnie Guarnieri provides a musical background.

WTMJ-TV Telecasting Milwaukee Baseball

Night baseball games of the Milwaukee Brewers are now being telecast by WTMJ-TV cameras, it was announced this week. This is the second season the channel 3 station, viewed by extreme northshore and southshore Chicago residents, is carrying the games.

Larry Clark is again narrating the games, with George Marr directing. Two cameras are being used at Borchert field, home of the Brewers. Day games will be played only Sundays and holidays, station officials also announced.

PASS THE POPCORN, please. It's Russ Davis, again. He's showing readers how tough it is to narrate "Movie Money," WBKB channel 4 telecast. You can catch the nickleodeon Friday, May 6.

The New
WALCO
Floor Model
TELE-VUE
LENS
Highest optical quality picture magnifier mounted on a sturdy chrome-plated stand. May be raised and lowered to height of any screen. Recommended for 10" and 12" $49.95
Call your dealer for a home demonstration
Distributed by
E. M. WARD SALES CORP.
80 E. Jackson Blvd.
HArrison 7-1034

Study TV Eye Strain at Chicago School

"Eye fatigue and eye strain result from improper viewing conditions," reports Philip Lewis, research director at South Shore high school now conducting a project using students as subjects.

With the cooperation and assistance of Dr. I. L. Magan, school principal, and J. M. Baumgartner, RCA representative, measurements are being made of resolution distances with each of the direct-view and projection TV receivers installed in South Shore high. Viewing distances and angles are being observed; students already wearing glasses will be especially watched for fatigue, and filters and magnifiers will also be considered.

Lewis will make a report to this newsmagazine of his findings.

"School House" Flops Ted Steel New Star

This week a reader phoned us: What has happened to the Kenny Delmar "School House" show on WGN-TV?

"School House" will no longer be seen on channel 9, it was learned this week. In its place, WGN-TV fans will see the new "Ted Steele Show," 8 to 8:30 p.m. each Tuesday.

Steele, who started his radio career as a guide in New York studios, has been a vocalist, pianist and band leader for several years before entering video. Steele will present a special TV Orchestra, with all instrumentalists doubling as entertainers. It's a DuMont production.

ON THE COVER

PROF. ISBELL, WGN-TV's Spelling Bee Master leads teams each Thursday evening at 7 p.m. on channel 9 as guests compete for prizes. "Spell With Isbell" is more than a quiz show. Harold gets his licks in now and then with repartee that matches some of video's best telecomics.

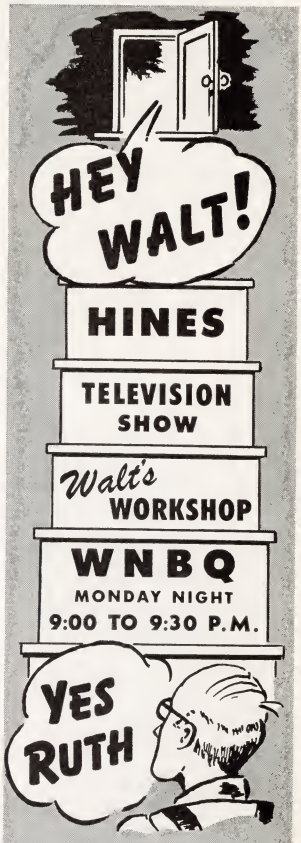
TOPS IN TELEVISION
from the top of Chicago
Spotlighted PROGRAMS
THIS WEEK
"BASEBALL"
Chicago Cubs vs. St. Louis
Sat. & Sun., 1:25 p.m.
Play-by-Play
by Rogers Hornsby
"SUPER CIRCUS"
Sunday, 4:00 p.m.
"ACTION AUTOGRAPHS"
With Jack Brand
Sunday, 9:00 p.m.
ATTENTION TViewers
Get Set For The Biggest Night in Television Starting May 5 and Every Thursday Night Thereafter
"STOP THE MUSIC"
7:00 p.m.
"CRUSADE IN EUROPE"
A Film Documentary of the Great Book by Gen. Dwight Eisenhower, 8:00 p.m.
"STORY OF THE WEEK"
8:25 p.m.
WENR·TV
AMERICAN BROADCASTING COMPANY
watch channel 7

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9	
10:00	4			MULTISCOPE NEWS.
4:00	9			WOMEN'S MAGAZINE of the air. Ruth Crowley and Rush Hughes.
4:30	5			HOWDY DOODY SHOW with Bob Smith from N. Y.
4:30	9			Test Pattern.
5:00	5			BUT NOT FORGOTTEN.
	9			SMALL FRY CLUB with Bob Emery. DuMont, N.Y.
5:15	4			Test Pattern.
5:30	9			LUCKY PUP with Hope and Morey Bunin and their puppets from CBS-TV, N.Y.
	4			SUN-TIMES COMIC CAPERS.
5:45	9			Test Pattern.
5:55	4			PIX OF THE NEWS. Ulmer Turner.
6:00	4			KUKLA, FRAN AND OLLIE.
6:30	4			LADY OF THE MOUNTAIN.
	7			SERIAL, "The Three Musketeers."
	9			CBS TV NEWS with Doug Edwards.
	5			THE MOHAWK Show Room Featuring Morton Downey.
6:45	4			ERNIE SIMON, the Curbstone cut-up.
	5			CAMEL NEWS CARAVAN.
	7			UNCLE MISTLETOE.
	9			CHICAGOLAND NEWSREEL.
7:00	4			WESTERN "Trails of the Wild."
	5			SUICIDE CLUB with Francis Sullivan and Bramwell Fletcher.
	7			FILM SHORTS.
	9			PREVIEW with Tex McCrary and Jinx Falkenberg. CBS-TV, N.Y.
7:30	5			
	7			ABC BARN DANCE with Lulu Belle and Scotty and Jack Dolce as caller. Jack Stillwill m.c.
	9			THE WORLD IS YOURS, travel film. "Argentina Preview."
7:45	9			SPORTSMEN'S CORNER.
	5			THE NATURE OF THINGS with Dr. Roy Marshall.
8:00	4			TELENEWS with John Dunham.
	5			COLGATE THEATER. "Tin Can Skipper by Jacland Marmur.
	7			IDENTIFY sports with Bob Elson.
	9			THROUGH THE CRYSTAL BALL. New CBS show starring Jimmy Savo, and ballet "Ali Baba," choreography by Helen Tamaris.
8:10	4			FILM SHORTS.
8:15	7			SKIP FARRELL SHOW, songs.
8:30	4			WRESTLING, Russ Davis announcing.
	5			AMERICANA. Ben Grauer MC, quiz.
	7			FEATURE FILM.
	9			THE GOLDBERGS, CBS show.
9:00	5			WALT'S HOME WORKSHOP. Tips on building with materials on hand.
	7			PAUL HARVEY news.
	9			CAMEL SPORTS CARAVAN. Outstanding sports events throughout the country brought to you.
9:05	7			FEATURE FILM.
9:30	5			BOXING BOUTS, Marigold Gardens.
10:00	9			CHICAGOLAND NEWSREEL.
10:30	4			PIX OF THE NEWS
10:45	4			MULTISCOPE NEWS.

(Daylight Saving Time)

(Subject to change)



Stop the Music May Stop You!

By PATRICIA COOPER

If you own a TV set you may suddenly find yourself the winner of a new car, yacht, houseboat, baseball team or six-piece band.

Reason: "Stop the Music" will soon be on television. This week, when someone broke us the news, we tried to picture the mad rush there will be of non-owners to the nearest TV dealer to purchase a set before May 5, schedule date the WENR-TV top-flight show will begin.

Bert Parks, affable master of ceremonies on the radio version of "Stop the Music," will continue in his role when the show goes video. Parks will telephone only homes having TV sets to offer them the chance to correctly identify a "mystery melody."

This is where the show differs from radio.

It may well be Thursday nights your family will have the set to yourself. If neighbors expect to win, they'll have to buy a receiver, or else be satisfied with rides in that new car, or helping you count the multitude of prizes.

It wasn't long ago "Stop the Music" rewarded one Philadelphia couple with $35,250 in cash and merchandise, radio's largest prize.

WENR-TV fans will watch the show telecast direct from ABC's Ritz Theater in New York. Keep your fingers crossed!

"Action Autographs" New Bell and Howell Show

A kaleidoscopic excursion into an infinite variety of subjects awaits you Sunday, May 1. Just dial channel 7, WENR-TV, and view "Action Autographs," new Bell and Howell show which made its debut two weeks ago.

Tuesday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
10:00	4	MULTISCOPE NEWS.		
12:45	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY, Harry Creighton interviews the fans.		
1:20	9	BASEBALL. Sox vs. Washington from Comiskey Park. Jack Brickhouse will describe.		
3:30	9	EXTRA INNING. Round-up of scores.		
3:45	9	ILL. STATE MEDICAL SOC.		
4:00	4	PHILCO SPORTS TICKER.		
4:15	9	Test Pattern.		
4:30	5	HOWDY DOODY SHOW, puppet show from N.Y.		
5:00	5	BUT NOT FORGOTTEN, H. Mintz.		
	9	SMALL FRY CLUB, DuMont, N.Y.		
	4	Test Pattern.		
5:15	5	NBC NEWSREEL.		
5:30	9	LUCKY PUP, CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ROLLFAST THRILLERS.		
	4	KUKLA, FRAN AND OLLIE. Laughter for the whole family.		
6:30	7	SERIAL, "Hurricane Express."		
	9	CBS TV NEWS, Doug Edwards.		
	4	JOE WILSON'S "Hot Stove League." Sport fans vs. sports stars.		
6:30	5	THE MOHAWK SHOW ROOM featuring Roberta Quinlan.		
6:45	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE, outstanding deeds merit guest appearances.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
7:00	5	TEXACO STAR THEATER. Milton Berle variety show, fr. N.Y.		
	7	FEATURE FILM.		
	9	CROSS QUESTION fictional trial.		
	4	WESTERN FILM. Frontier Theater.		
8:00	5	QUIZ KIDS, Joe Kelly, Quizmaster.		
	9	TED STEELE SHOW. Musical variety show from DuMont, N. Y.		
	4	TELENEWS with John Dunham.		
8:10	4	FILM SHORTS.		
8:15	4	MIDGET BOXING, Jim Ameche describes the fleaweight bouts.		
8:30	5	BELIEVE IT OR NOT, Robert Ripley's tales.		
	7	TO BE ANNOUNCED.		
	9	SUSPENSE. Mystery Thriller. CBS. "Dead Ernest."		
	4	ROVING CAMERAS.		
8:40	4	PIX OF THE NEWS with Ulmer Turner.		
8:55	4	MULTISCOPE NEWS.		
9:00	5	CLIFTON UTLEY and the news.		
	7	TOMORROW'S CHAMPIONS. Boxing.		
	9	BACK STAGE WITH BARRY WOOD, musical show. CBS-TV, N.Y.		
9:15	5	WRESTLING from St. Nicholas arena.		
	9	CLUB TELEVISION. Variety show.		
10:00	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)*		

(Subject to change)

CHILDREN ONLY:

Uncle Mistletoe Tells Story of Olio, Rolio and Molio on Ski Trip

Uncle Mistletoe—the omnicient, omnipresent little guy who knows everybody in Wonderland, has contrived such situations as dreams are made on. If you don't believe it, dial WENR-TV channel 7 Monday, May 2 at 6:45 p.m.

Mistletoe—as any member of the Kindness Club can tell you—counts among his most intimate acquaintances Michael O'Hare, the rabbit; Obadiah Pig and his cousin Hogarth; and three dwarfs of variegated personalities—Olio, Rolio and Molio.

On a recent ski trip, when many of Wonderland's foremost citizens learned to their complete chagrin that there was no snow thereabouts, the three dwarfs volunteered their labors toward providing the flakes. They are inventors, by trade, of course.

To begin with, they noticed a big white cloud over the skiing area. Logically, they decided to contrive a contraption that would loosen the snow and their invention proved to be massive. Strangely it resembled a cannon. On the first firing a big black hole appeared in the cloud. No snow. Next decision was to fire Molio—renowned for his laziness—into the big drifting white object to shovel out the glistening particles. Fortunately, and beyond their greatest expectations the snow fall was torrential.

Suddenly, however, the sun came out. Molio *must* have fallen asleep. No other solution then, then to fire themselves from the magical cannon, and sure enough. There was Molio, fast asleep.

Even with the presence of the three dwarfs in the snow cloud, one thing was clear. A cooling agent was essential, and something had to be done to get one. Olio said that he would volunteer to return to earth to find one—except, he had something else to do. Rolio discovered a sudden stomach ache and he certainly couldn't go off on such a mission. So Molio—once more—volunteered. He covered his eyes, held his nose and began the long, swift, journey to earth. Fortunately he landed in a pile of snow that hadn't melted.

He picked himself up, dusted himself off and began the search for a cooling agent. Just at that moment he found the perfect answer. An electric fan. He placed the whirling machine into the cannon and in a split-second it had arrived at the cloud destination.

Olio and Rolio, however, were not amused. Stupid Molio. *Any*one knows that an electric fan would only make the snow melt faster.

And then Uncle Mistletoe—the omniscient, omnipresent little guy who works wonders in Wonderland saw their distress and quicker than you could say "Michael O'Hare" he was in the clouds ready to help the dwarfs.

"This is an electric fan. It has propellers, like an aeroplane. We'll attach the blades to the front of the cloud and pilot it to earth," Mistletoe suggested. And this they did.

Within a clock's tick the cloud was on its way earthward and Wonderland was covered with acres and acres of snow.

STUDIO ONE, now a feature of CBS television, will very likely be seen soon on WBKB, channel 4, when network changes are official. Shown is Margaret Sullavan in "The Storm," with Dean Jagger, right, in the male lead.

Night Club Comic Heads New Show

Zany Al Morgan, piano stylist currently starring at Helsing's Vodvil Lounge, Chicago nightspot, is star of his own show now on WGN-TV. Dial channel 9 Wednesday, May 4 and you'll catch his comic patter.

Al Morgan

Sponsored by Tele-Tronics, the Al Morgan show originates at Helsings with the regular patrons doubling as a studio audience. Morgan will invite special guest stars for each of his shows, with Billy Chandler and the Benedicts providing musical accompaniment for the acts.

The Morgan variety show will not be seen when White Sox night ballgames are telecast on June 1 and July 6. Watch *Television Forecast* for new time and date during those weeks.

Talented TV Performer

Little Roberta Lee Wolin, daughter of Mr. and Mrs. W. M. Wolin of 1058 South Mayfield, Chicago, is only 9 years old but already a talented video performer. Roberta has appeared on WBKB's "Funny Business," WGN-TV's "Wonder House" and WENR-TV's "Tinker O'Toole." In addition to appearing in various movie shorts Roberta has been heard on Chicago radio stations.

Ollie IS Romantic, Joan Barker Says

Ollie, TV's only dragon and Chicago's Big Wheel of video, probably receives more mail than any other dragon in the public limelight. The WBKB star of "Kukla, Fran and Ollie" this week received a poem from Joan Barker which typified his growing popularity as a romantic giant.

Here's what Joan says:

The boys are very angry,
I snub them all, you see,
For I have found my dream boy,
That gorgeous guy, Ollie.

To parties I no longer go,
I'd rather not be seen,
With any less an escort,
Than the idol of my dreams.

That handsome hunk of beauty
Whose single-toothed smile
Has captured my enduring love,
With all his manly wiles.

I'd rather stay at home,
To watch my screen by golly,
Than spend my time with anyone else,
But my dream man, my boy Ollie!

Ford Presents Film Recaps of Ballgames

Fifteen-minute film recaps of all Chicago Cubs home baseball games are being presented by the Metropolitan Ford Dealers of Chicago on WGN-TV, channel 9, Saturday, April 30 at 8:15 p.m. and Sunday, May 1 at 9:45 p.m., viewers will see the Cubs vs. St. Louis.

Titled "Today's Ballgame," the films are shot at Wrigley field the day of the game, rushed to the studios and shown the same evening to fans who otherwise might have missed the spectacle. The Cubs will again be seen Tuesday, May 17, when they play Brooklyn.

Tickets for TV Shows

Tickets for WENR-TV audience shows may be obtained by writing Guest Relations Dept., ABC, 20 N. Wacker Drive, Chicago 6.

Wednesday

	WENR-TV 7	WGN-TV 9	WBKB 4	WNBQ 5
10:00	4	MULTISCOPE NEWS.		
12:45	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY. Harry Creighton interviews the fans.		
1:20	9	BASEBALL, Sox vs. Washington from Comiskey Park. Jack Brickhouse describes.		
2:00	5	HORSE RACES from Jamaica, N.Y. Clem McCarthy announcing.		
3:30	9	EXTRA INNING. Round-up of scores.		
3:45	9	Test Pattern.		
4:00	9	WOMEN'S MAGAZINE OF THE AIR.		
4:30	9	Test Pattern.		
	4	PHILCO SPORTS TICKER.		
4:30	5	HOWDY DOODY SHOW from N.Y.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	4	Test Pattern.		
	5	BUT NOT FORGOTTEN. H. Mintz.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	PIX OF THE NEWS. Ulmer Turner.		
	4	KUKLA, FRAN AND OLLY for the young and old.		
6:30	7	SERIAL, "Hurrican Express."		
	9	CBS TV NEWS, Dour. Edwards.		
	4	LADY OF THE MOUNTAIN with Tommy Sands and Barbry Ellen Rogers.		
6:30	5	THE MOHAWK SHOW ROOM featuring Morton Downey.		
6:45	7	UNCLE MISTLETOE children's show.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
7:00	7	FEATURE FILM.		
	9	ARTHUR GODFREY AND HIS FRIENDS. CBS-TV, N.Y.		
	4	WESTERN FILM. Frontier Theater.		
	5	IT'S A GREAT IDEA. Great Books discussion groups.		
7:30	5	TELEVISION SCREEN MAGAZINE.		
8:00	9	THE WORLD IS YOURS, "Highway to Hawaii," Part I.		
	4	TELENEWS with John Dunham.		
	5	KRAFT TELEVISION THEATER. "Adam and Eve" by Guy Bolton and George Middleton.		
	7	CARTOON CONTRASTS. Two different interpretations of one Cartoon.		
8:10	4	FILM SHORTS.		
8:15	9	Film.		
	4	FUN WITH FURNISHINGS. how to make or how to fix it with Alice Nelson.		
	7	TO BE ANNOUNCED.		
8:30	7	WRESTLING.		
	9	THE AL MORGAN SHOW, variety show.		
	4	TREASURY BOND SHOW, musical.		
9:00	9	TOURNAMENT OF CHAMPIONS. Middelweight bouts—Jose Basora and Henry Brimm.		
	4	MIDWEEK ROUND-UP, news.		
	5	PARADISE ISLAND. Musical show starring Danny O'Neil and Ann Sterling.		
9:15	4	MULTISCOPE NEWS.		
	5	GRAND MARQUEE film.		
10:00	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)* (Subject to Change)		

Questions from Chicago TV Fans

"Could you tell me why the Toast of the Town comes transcribed every other week?" Hennen, again.

Answer: Now the Sullivan show comes transcribed each week. You must remember, there is only one coaxial cable from New York to Chicago, therefore if another Chicago TV station is alloted that time other shows originating in New York at that hour must be tele-transcribed.

A Chicago TV fan writes:

"Once again we have had to turn our TV set off, as it turns out the movie we were planning to see is one that was shown previously a short time ago.

"We have had our set since last August and for the past two months practically all the movies they have shown are ones that we have seen previously on TV.

"I'm afraid I'm starting to lose my enthusiasm about TV, so am hoping they will find some way of bringing some new and better movies."

MRS. CHARLES BUHRER

Elizabeth Berkenstack, Ed Johnson, Joanne Hatch, George Erickson, G. Donald Lindberg, Mr. and Mrs. George Gassner, and Leona Wakasch all write:

"Could you please tell us what has happened to the American Minstrels on WENR-TV? In our opinion it was the best show on TV.

Answer: Temporarily, Chicago audiences will be unable to see this feature program. WENR-TV promises further information on this query, and when available we shall let you know.

An anti-western film televiewer writes:

"I am a daily viewer of Television Matinee. When this program came on I took it for granted it was to be for the lady of the house. . . . If this was the idea, why all the western feature films?"

Mrs. C. B. SNYDER

For Suburban TV Service See Page 18

FORECAST: Watch for word of Edgar Bergen's entry into television! Here Bergen and his charming wife are pictured as they dined recently in Chicago's Pump Room with TV executives. This week the wires are buzzing Bergen will star in a new video feature.

For Chicago TV Service
See Page 14

Erie
CLOTHING STORES

invite you
to play
TELE-CHARADES
Every Thursday Night
with genial ED ROBERTS
9:00 to 9:30 P.M.
WBKB Station 4
WIN THE "TELECHARADE"
JACKPOT OF VALUABLE PRIZES
See the show for details
ERIE CLOTHING STORES
648 N. Clark St. 837 E. 63rd St.

Thursday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
10:00	4	MULTISCOPE NEWS.	
12:45	9	CHICAGOLAND NEWSREEL.	
1:05	9	PLAYER OF THE DAY, Harry Creighton conducts interviews of the fans.	
1:20	9	BASEBALL, Sox vs. New York from Comiskey Park, Jack Brickhouse announcing.	
3:30	9	EXTRA INNING, roundup of scores.	
3:45	9	Test Pattern.	
4:00	4	PHILCO SPORTS TICKER.	
	5	CHILDREN'S CREATIVE THEATER.	
4:30	5	HOWDY DOODY SHOW from N. Y.	
5:00	9	SMALL FRY CLUB. DuMont, N.Y.	
5:15	4	Test Pattern.	
	5	BUT NOT FORGOTTEN.	
5:15	5	NBC NEWSREEL on film.	
5:30	9	LUCKY PUP. CBS-TV, N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	Test Pattern.	
5:55	4	PIX OF THE NEWS. Ulmer Turner.	
6:00	4	KUKLA, FRAN AND OLLIE.	
6:30	9	CBS TV NEWS, Doug Edwards.	
	4	ROLLFAST THRILLERS.	
	5	THE MOHAWK SHOWROOM with Roberta Quinlan.	
	7	SERIAL, "Hurricane Express."	
6:35	4	FILM VARIETIES.	
6:45	9	CHICAGOLAND NEWSREEL.	
	4	ERNIE SIMON, the curbstone cut-up.	
	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
7:00	9	SPELL WITH ISBELL, Harold Isbell conducts a televised spelling bee.	
	4	TELEFASHIONS. A Unique Shopping Aid.	
	5	THE ARROW SHOW fr. N.Y.	
	7	STOP THE MUSIC. Musical variety. Can you guess the "Mystery Melody ?"	
7:15	4	FILM SHORTS.	
7:25	9	FILM.	
7:30	9	PLAN-A-ROOM, Paul McAlister.	
	5	THE SWIFT SHOW, with Lanny Ross.	
	7	ACTORS STUDIO, drama. "Somebody Has to Be Nobody."	
	4	FILM SHORTS.	
7:45	9	FILM.	
8:00	9	MOREY AMSTERDAM SHOW. DuM.	
	4	TELENEWS, with John Dunham.	
	5	RFD AMERICA, farm quiz show.	
	7	CRUSADE IN EUROPE. Eisenhower's book on film.	
8:10	4	FILM VARIETIES.	
8:25	7	STORY OF WEEK. Highlighted news story.	
8:30	9	WRESTLING from Madison AC.	
	4	ROVING CAMERAS.	
	5	FLOOR SHOW starring mentalist Dunninger, and ventriloquist Paul Winchell.	
	7	ACTORS STUDIO.	
8:45	4	FILM VARIETIES.	
9:00	4	TELECHARADES with Ed Roberts. Can you beat the contestants guess-charades?	
	5	CLIFTON UTLEY and the news.	
	7	ROLLER DERBY from N. Y.	
9:30	4	PIX OF THE NEWS.	
9:45	4	MULTISCOPE NEWS.	
10:45	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)* (Subject to Change)	

WNBQ's Star Risks Life and Limb, All for Art—and Laughs

Critics rave over his performances and video audiences roll in the aisles—but nobody has any sympathy for the physical hazards Milton Berle braves every Tuesday on the NBC television Texaco Star Theater seen on WNBQ channel 5.

Movie stunt men are applauded for their fortitude; they do only one scene at a time. How about the poor fellow who rehearses all day, tears through lightning changes of costume to take strenuous part in every act, and then gets bitten by a monkey? The show must go on, and Milton carries on. But do people feel sorry for his wounds? Not they; they just laugh at his injuries.

Berle has an hour of violent activity just in the scheduled course of the show. He tumbles with tumbling acts, jitterbugs and jives and rhumbas with the dance acts, sings with the singers, jokes with the jesters. But when the animal acts ad lib, it's definitely not cricket.

Horse vs. Berle

The other night, in a Roman gladiator scene, a more amenable horse, which had behaved like a trouper at rehearsal, got stage fright and backed up at top speed when charioteer Milton drove him onstage.

The cameras veered in reverse, and there was the gladiator dashingly rushing backward. Was anyone sympathetic? They laughed.

Melchior vs. Berle

When Berle and Lauritz Melchior, the Metropolitan Opera tenor, rehearsed a burlesque version of "The Barber of Seville," Melchior played the barber and Berle was the customer. Melchior was shaving Berle, and the climax was to come when he dashed a mugful of suds over Berle's head. No suds or mug were used in rehearsal, of course, but Berle kept urging Melchior to make the gesture with more emphasis. When it came to the actual performance, the prop man provided the wrong kind of mug—much too sturdy a one. Melchior brought it down smartly on Milton's head, as instructed by Berle himself, and it nearly broke the bridge of the comedian's nose. Berle had hasty first aid backstage and finished the show with tape on the bridge of his nose.

But the supreme indication that Milton really gives his all for his art occurred the night the show's highlight called for him to slug it out in the ring with Jack Dempsey. And guess who took the count?

Poor Milton!

Directory

FOR FAST EXPERT SERVICE

CHICAGO

NORTH
Chicago Engineers for Television
2638 West Devon Ave., HOllycourt 5-7524

Chambers Radio and Television
3546 N. Ashland Ave. BUckingham 1-7373

NORTHWEST
Vahey Television Service
5837 N. Milwaukee Ave. ROdney 3-3400

NEAR NORTH
Fritzel Radio and Television Laboratories
454 West North Ave. Michigan 2-7100

SOUTH
American Radio Laboratory
6321 S. University FAirfax 4-9000

SOUTHWEST
Kent Engineering Co.
6250 S. Spaulding WAlbrook 5-7212

SOUTHEAST
Chelten Television Co.
2903 East 79th St. ESsex 5-3450

WEST
Expert Radio & Television Service
3255 West Adams SAcramento 2-7818

AMERICANA means Ben Grauer, WNBQ emcee and quizmaster. If you're a new TV set owner you can see this show Monday, May 2, on channel 5. Here Jo Holcomb poses a question to a member of the panel. She's modeling a 1900 tennis costume!

Crusade In Europe

WENR-TV's "Crusade In Europe," a graphic story compiled by ABC's staff makes it's bow this week on channel 7, the film series is based on Gen. Dwight Eisenhower's recent book on World War II.

Hubbard Plans New Show

Eddie Hubbard, ABC television star, is planning a new show for WENR-TV, it was announced this week. It will be a Mr. and Mrs. program, starring Eddie and his wife, Jackie.

O'Neil Enters Television

Danny O'Neil, radio and screen singer, and Ann Sterling, movie starlet, are now seen weekly on WNBQ in "Paradise Island," new Jerry Fairbanks production on channel 5. The variety show is transcribed for the United Wallpaper company.

Here is your answer to TELEVISION Comfort

PUR-AR-LITE

Air Purifier

The First Ultra-Violet Ray Air Purifying Lamp

AT ONLY

$6.95

INCLUDING LAMP

OPERATES ON AC CURRENT

GERMICIDAL . . .

Kills Air Borne Bacteria!

DEODORIZER . . .

Kills All Odors!

IN THE TELEVISION ROOM . . . relieves glare and eye strain; keeps air smoke free; provides a small adequate light!

IN THE KITCHEN . . . helps destroy cooking odors, bread box molds, preserves foods longer in refrigerators!

IN THE BEDROOM . . . helps protect you and your child against colds, dangerous diseases, cuts down on doctor bills!

IN PUBLIC PLACES . . . washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, germ and odor-free!

IN THE BATHROOM . . . helps keep air fresh, clean and sweet-smelling always!

IN THE BASEMENT . . . helps eliminate dampness, mildews, musty odors in a twinkling.

SEND NO MONEY

MAIL THIS COUPON TODAY!

PUR-AR-LITE,
c/o TELEVISION FORECAST, 185 N. WABASH AVE., CHICAGO 1, ILL.

Please send me C.O.D. . . . . PUR-AR-LITES AT $6.95 Plus 2% Ill. Sales Tax

NAME .....

ADDRESS .....

4/30

CITY ..... **ZONE** .. **STATE** .....

Don't Miss This!

SUBSCRIPTION OFFER

E-X-T-E-N-D

Your Subscription

(From Its Expiration Date)

52 ISSUES OF TELEVISION FORECAST AND THIS NATIONALLY ADVERTISED WALCO FILTER

(Retail Value $2.95 to $5.95)

FOR ONLY

$3.50

Limited Offer!

Mail This Coupon Today

TELEVISION FORECAST, 185 N. Wabash Ave., Chicago 1, Ill.

Extend my subscription for ☐ **1 year $3.50** ☐ **2 years $5.50**

Enter my initial subscription for ☐ **1 year $3.50** ☐ **2 years $5.50**

Please send me the **7" screen** ☐ **10" screen** ☐ **12" screen** ☐ **15" screen** ☐

NAME .....

ADDRESS ..... PHONE .....

CITY ..... ZONE ..... STATE .....

Please Allow 3 Weeks for Processing

BLOWERS, MRS. GRACE
BOX 673
FOX LAKE, ILL.
50-8
X1

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org